

Notice of Allowability

Application No.

10/026,705

Examiner

Paul Nguyen-Ba

Applicant(s)

MORGAN ET AL.

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Applicant's Amendments and Remarks filed on 12/14/2005.
2. ☒ The allowed claim(s) is/are 1-7, 9-19 and 22-32.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.


Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____


WILLIAM BASHORE
PRIMARY EXAMINER

EXAMINER'S AMENDMENT / REASONS FOR ALLOWANCE

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.



2. Authorization for this examiner's amendment was given in a telephone interview with Jeramie J. Keys on 5/22/2006.

The application has been amended as follows:

AMENDED CLAIM LANGUAGE

3. Claim 1 has been replaced by the following:

1. (Amended) A computer readable medium encoded with structured information for expressing specific business content, the structured information comprising:

a plurality of categories, wherein each category represents an aspect of a particular business for which an instantiation of at least a portion of the structured information is applied; and

a plurality of elements associated with at least a subset of the plurality of categories,

wherein each element represents a sub-aspect of the particular business for which an instantiation of at least a portion of the structured information is applied,

wherein the structured information is arranged hierarchically such that a particular business for which an instantiation of at least a portion of the structured information is applied is expressed hierarchically by applying an XSL transformation to the information of the XFDF format form such that the information pertinent to one particular business is

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stored in the instantiation of categories and elements pertinent to that one particular business in accordance with the XFDF and EPS format forms,

wherein a portion of the structured information includes at least one element of at least one category that is flagged as representing voice portal content while another portion of the structured information includes at least one element of at least one category that is flagged as representing text for a wireless pocket pager advertisement,

wherein the advertisement style is identified by a universal directory advertising code (UDAC) selectable from a plurality of predefined UDAC's, sub-UDAC's and combinations of UDACs.

4. The following is an examiner's statement of reasons for allowance:

Applicant's particular method of arranging structured information hierarchically such that a particular business for which an instantiation of at least a portion of the structured information is applied is expressed hierarchically by applying an XSL transformation to the information of the XFDF format form such that the information pertinent to one particular business is stored in the instantiation of categories and elements pertinent to that one particular business in accordance with the XFDF and EPS format forms, wherein the advertisement style is identified by a UDAC, and repurposing the stored information by applying a voice portal and by sending a text message to a wireless device would not have been obvious over, nor would have been fairly suggested by the closest prior art of record.

The closest prior art of record, Getchius, in view of Dodrill, in further view of Ferber, teach *a computer readable medium encoded with structured information for expressing specific business content, the structured information comprising* (See Getchius Abstract; see also Figs. 18 and 21):

a plurality of categories, wherein each category represents an aspect of the business (See Figs. 9, 10, 12, 14 and 44; see also col. 9 lines 37-43; col. 10 lines 1-17. Categories are associated with the various business listings); *and*

a plurality of elements associated with at least a subset of the plurality of categories, wherein each element represents a sub-aspect of the business (See col. 61 lines 22-57. "Super-categories" may consist of a sub-set of the categories),

wherein the structured information is arranged hierarchically (See col. 33 lines 6-10) *such that a particular business for which an instantiation of at least a portion of the structured information is applied...*(see Abstract, col. 1 lines 13-17, col. 3 lines 19-24).

However, the closest prior art of record, Getchius, in view of Dodrill, in further view of Ferber, do not explicitly teach or suggest arranging structured information hierarchically such that a particular business for which an instantiation of at least a portion of the structured information is applied is expressed hierarchically by applying an XSL transformation to the information of the XFDF format form such that the information pertinent to one particular

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business is stored in the instantiation of categories and elements pertinent to that one particular business in accordance with the XFDF and EPS format forms, wherein the advertisement style is identified by a UDAC, and repurposing the stored information by applying a voice portal and by sending a text message to a wireless device.

The closest prior art fails to anticipate or render Applicant's limitation above obvious.

Conclusion

5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Paul Nguyen-Ba whose telephone number is (571) 272-4094. The examiner can normally be reached on 11 am - 7 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Heather Herndon can be reached on (571) 272-4136. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

PNB

William L. Bashore
WILLIAM BASHORE
PRIMARY EXAMINER